

Documentary/ App rough overview

1. The Journey of Self-Taught Artists:

- Prompt: Share personal stories of team members who are self-taught artists. Discuss pivotal moments where they realized their passion for music and how being self-taught shaped their artistic identity.

2. Creating a Record Label from Scratch:

- Prompt: Explore the inception of the record label. Discuss the initial idea, the challenges faced in establishing a business, and the collective vision that propelled the label forward.

3. Philosophy in Music Creation: - Prompt: Engage in dialogues about how philosophical and spiritual convictions influence the creation of music. Discuss the themes, symbols, and messages embedded in the musical compositions.

4. The Alchemy of Music:

- Prompt: Draw parallels between the alchemical themes explored in the documentary and the transformative process of creating music. Explore how each stage of alchemy mirrors different aspects of the musical journey.

5. Cultural Fusion in Music:

- Prompt: Reflect on how diverse cultural influences impact the creative process. Discuss the beauty of cultural fusion in music, showcasing how different perspectives contribute to a richer artistic tapestry.

6. Struggles and Triumphs: - Prompt: Share stories of setbacks and triumphs within the creative and business journey. Discuss how overcoming challenges has strengthened the team's resilience and determination.

7. The Essence of Collaborations: - ****Prompt:**** Explore the significance of collaborations, both within the team and with external artists. Discuss how these collaborations have added layers of complexity and diversity to the project.

8. Weighing Philosophical and Spiritual Convictions:

- Prompt: Engage in meaningful conversations about how team members navigate the intersection of philosophical and spiritual convictions with the pragmatic aspects of the music industry. Discuss the delicate balance between artistic integrity and commercial considerations.

9. Narrative Arcs in Music and Life:

- Prompt: Draw parallels between the narrative arcs in the documentary, musical album, and the personal journeys of the team. Discuss how these arcs intersect, diverge, and ultimately create a cohesive and resonant story.

10. Themes of Enlightenment and Transformation:

- Prompt: Delve into how the intention of the project aims to be a source of enlightenment and transformation for the audience. Discuss the reason behind using Alchemy (In Logic Pro) and how the entire endeavor catalyzes introspection and growth. Discuss Channel strip settings.

These prompts are designed to facilitate insightful discussions, capturing the essence of creation, spirituality, and philosophy within your documentary and musical project. Feel free to incorporate them seamlessly into your proposal for a more organized and impactful presentation.

Breaking Down Your Project for Marketing Pitches

Your project is multifaceted, so let's break it down into its key components to craft effective marketing pitches:

1. Documentary: "Alchemy Unveiled"

- **Target Audience:** Males 18-34 interested in cyberpunk, steampunk, neo-classical, and world pop music, with a curiosity for the occult, psychedelics, and unconventional storytelling.
- **Pitch Angle:** A humorous mockumentary that explores alchemy through the lens of creating a music album. It features Christopher Cannon and Barron Wade's personalities and journeys, blurring the lines between reality and satire.

- **Marketing Pitch Example:** "Ever wondered about alchemy but got bored with dusty books? 'Alchemy Unveiled' is a mockumentary with a twist! Join Christopher Cannon and Barron Wade on a hilarious, music-filled journey that explores the mysteries of alchemy... kind of. Expect satire, unexpected turns, and a killer soundtrack as they create their new album."

2. Music Album

- **Target Audience:** Same as the documentary, plus music enthusiasts in general.
- **Pitch Angle:** An album inspired by alchemy, featuring collaborations with diverse artists and a unique sound that blends genres.
- **Marketing Pitch Example:** "Experience the alchemical transformation of music! The 'Alchemy Unveiled' soundtrack pushes boundaries, fusing genres and featuring collaborations with talented artists. Immerse yourself in the soundscapes inspired by this ancient art form, a perfect companion to the documentary or a standalone listening experience."

3. Trappist Sun App

- **Target Audience:** Music enthusiasts who are early adopters of new technology and open to unconventional music distribution models.
- **Pitch Angle:** A revolutionary music app built around the Trappist system, offering exclusive music releases and a visually stunning interface.
- **Marketing Pitch Example:** "Tired of the same old music streaming? The Trappist Sun app redefines music discovery. Explore the cosmos of sound with exclusive tracks and artist features, all revolving around the Trappist system. A feast for your eyes and ears, this app is for music lovers who seek the extraordinary."

Additional Tips:

- **Highlight Collaboration:** Emphasize the collaborative aspects of the project, featuring Christopher Cannon, Barron Wade, and other artists.
- **Focus on Uniqueness:** Play up the unconventional approach of the documentary and the app, setting it apart from traditional media.

- **Target the Right Audience:** Tailor your pitch to the specific interests and preferences of your target demographic.

Marketing Plan: Alchemy Unveiled - A Multifaceted Project with Transmedia Appeal

Executive Summary:

"Alchemy Unveiled" is a groundbreaking transmedia project encompassing a mockumentary film, a genre-bending music album, and a revolutionary music app built around the Trappist system. This comprehensive marketing plan outlines a multi-pronged strategy to cultivate a passionate audience across these diverse platforms.

Target Audience:

- **Primary:** Males 18-34 interested in a unique blend of musical genres (cyberpunk, steampunk, neo-classical, world pop) with a fascination for the occult, psychedelics, and unconventional storytelling.
- **Secondary:** General music enthusiasts and early adopters of innovative technology seeking a fresh music discovery experience.

Marketing Goals:

- **Build Brand Awareness:** Generate widespread buzz for the "Alchemy Unveiled" project, establishing it as a unique and engaging exploration of alchemy through film, music, and technology.
- **Drive Audience Engagement:** Foster an interactive online community around the project, encouraging active participation through social media, content consumption, and discussions.
- **Promote Multiplatform Consumption:** Encourage audiences to experience "Alchemy Unveiled" across all platforms (documentary, music, app), creating a holistic and immersive experience.
- **Maximize Distribution & Sales:** Secure distribution channels for the documentary, ensure the music's availability on major platforms, and promote the Trappist Sun app within targeted app stores and tech publications.

Marketing Strategies:

1. Building a Cohesive Online Presence:

- Develop a visually striking website serving as the central hub for the project. Integrate trailers for the documentary, music samples, in-depth information about the Trappist Sun app, and opportunities to join the mailing list and online communities.
- Establish a strong social media presence across key platforms (Facebook, Instagram, Twitter, YouTube) with consistent branding and engaging content tailored to each platform's strengths. Share behind-the-scenes glimpses of the documentary production, interviews with Christopher Cannon and Barron Wade, and exclusive sneak peeks of the music. Utilize targeted social media advertising to reach specific demographics and interests.

2. Content Marketing Strategy - Creating a Narrative Arc:

- Craft a series of blog posts and articles exploring the themes of alchemy, the creative process behind the documentary and music, and the development of the Trappist Sun app. Leverage guest blogging opportunities on relevant websites and publications to broaden reach.
- Develop engaging video content like mini-documentaries delving into the mockumentary format, the featured musical genres, and the inspiration behind the Trappist system. Utilize platforms like YouTube and social media to distribute the videos.

3. Strategic Public Relations & Outreach:

- Issue well-crafted press releases announcing project milestones, film festival submissions, music release dates, and app launch.
- Secure interviews for Christopher Cannon, Barron Wade, and the app developers with relevant media outlets like alternative music publications, science fiction and technology websites, and podcasts with a focus on unconventional storytelling.
- Partner with film festivals catering to alternative genres and music documentaries to showcase the film. Secure industry reviews and generate public anticipation.

4. Cultivating a Community Around Alchemy Unveiled:

- Host interactive online contests and giveaways related to the documentary and music, encouraging audience participation.

- Foster social media interaction through polls, Q&A sessions, and discussions about alchemy, the creative process, and the themes explored in the project.
- Partner with online communities focused on music, science fiction, technology, and alternative lifestyles for cross-promotion and audience expansion.

5. Multi-Platform Distribution & Sales Channels:

- Secure distribution channels for the documentary on popular streaming platforms, VOD services, and relevant film festivals.
- Partner with established music distributors to ensure the soundtrack's availability on all major music streaming platforms and online stores.
- Promote the Trappist Sun app through app stores, target online technology publications for reviews, and explore influencer marketing opportunities within the music and tech communities.

Metrics & Tracking:

- Continuously monitor website traffic, social media engagement metrics (likes, shares, comments) and app downloads to gauge audience interest and adjust strategies as needed.
- Track media mentions, press coverage, online reviews, and social media sentiment to measure the effectiveness of outreach efforts and brand perception.

Budget Allocation:

Allocate budget resources strategically across website development, social media advertising campaigns, online video creation, press outreach efforts, influencer marketing (if applicable), and app store promotion.

Conclusion:

By implementing this comprehensive marketing plan and its focus on digital engagement, strategic content marketing, community building, targeted outreach, and multi-platform distribution, "Alchemy Unveiled" can achieve widespread awareness and a successful launch across film, music, and technology. The project's transmedia nature allows for a deeper audience connection, fostering a passionate community around the unique exploration of alchemy it offers.

1. The Journey of Self-Taught Artists:

- Prompt: Share personal stories of team members who are self-taught artists. Discuss pivotal moments where they realized their passion for music, the educational paths they pursued (or didn't), and how being self-taught shaped their artistic identity.

Explore whether team members, regardless of their educational backgrounds, share a common appreciation for themes akin to their style in music, providing insights into their diverse influences and tastes.

The exploration of alchemical themes becomes a transformative journey, connecting historical perspectives with contemporary artistic expressions.

2. Musical Album

Concept:

- Incorporate alchemical themes such as Nigredo, Albedo, Citrinitas, Rubedo, Massa Confusa, Mercurius, Separatio, and The Colonist as the underlying framework of the album.

- Explore the album creation as a transformative process, mirroring alchemical stages.

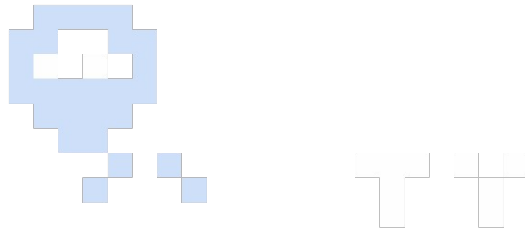
Tone:

- Infuse the album with a serious and deep tone, reflective of the profound exploration of alchemy's historical and symbolic significance. Conveying a profound and heartfelt message.

- Allow the abstractness and complexity of the alchemical themes, to be mirrored in the musical composition.

Collaboration:

- Consider collaborations with artists who resonate with space themes or the alchemical themes, creating a diverse representation and a rich cultural fusion.



Title:

- Keep the album untitled for now, leaving room for future creative decisions and synchronicity with the documentary.

- Branding:

- Align the branding and themes with the documentary, label, and app/album, creating a beautiful aesthetic association between the projects.

3. Trappist System App

Theme:

- MUSIC COMMUNITY, MUSIC STREAMING APP, BUSINESS DEVELOPMENT, BUSINESS COMMUNITY, ENTREPRENEURSHIP
- Reflect the planets in the Trappist system with a color theme, subtly connecting back to alchemical symbolism.
- Exclusive music that changes in groups.
- Channel strip settings are provided in a list form. (Schematic) to follow.

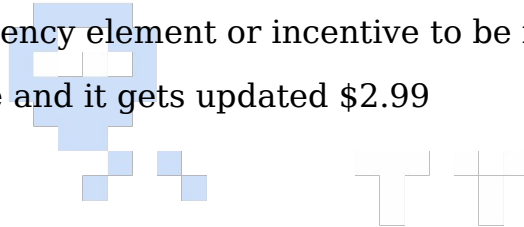
Features:

- ASTHETIC- Commission art and music assets, ensuring ownership by the label. BEAUTIFUL, MINIMALIST AND COLOR THEME FOR THE PLANETS. NEVER CHANGES.

- Develop the app with an interactive and educational component, or (to be somewhat accurate or somehow represent the Trappist system in space.

- Artcoin or cryptocurrency element or incentive to be integrated.

- You buy the app once and it gets updated \$2.99



Brand Trigger:

- Utilize the app as a brand trigger, establishing a unique residence with the audience through the documentary, album, and now the app.

4. Target Audience

- Males 18-34 interested in cyberpunk, steampunk, neo-classical, world pop music, corporate branding, conscious capitalism, scientific community, music community, the occult, psychedelics, Entheogenic studies, education, higher education, and philosophy.

5. Research Focus

- Historical and Alchemy-Related Locations in Saudi Arabia, Egypt, and Oman, etc

- music, entertainment, Comedy

Transmission Excerpt:

Content:

- Integrate the concept of alchemy, referencing John M Allegro's exploration of Entheobotany and religious practices.

- discuss music production and playback strategies

- discuss yours or live playback/ features for the documentary

- Connect this historical perspective to the present-day journey of creating the alchemy-inspired musical album.
- Promote or showcase for the app. And affiliates and the founders.

Location & Video Sequences

- Sequence 1:
 - Capture key moments of alchemical significance in the chosen location.
 - Highlight interactions with local communities and their interest in alchemy.
- Play Music

Conclusion:

- Conclude the video sequences with reflections on the alchemical journey and its impact on the creative process.

